

 SHIVAJI UNIVERSITY, KOLHAPUR - 416 004, MAHARASHTRA PHONE : EPABX – 2609000, www.unishivaji.ac.in , bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर - ४१६ ००४, महाराष्ट्र दूरध्वनी - ईपीएबीएक्स - २६०९०००, अभ्यासमंडळे विभाग दूरध्वनी ०२३१-२६०९०९३/९४	
Estd. 1962 "A++" Accredited by NAAC(2021) With CGPA 3.52	

SU/BOS/IDS / 51

Date: 28 OCT 2022

To,

The Principals,

All Concerned Affiliated Colleges / Institutions.

Shivaji University, Kolhapur.

Subject : Regarding syllabi of B.A., M.A., BSW, MSW, BJ, MJ. Part - I & M.A. Mass Communication Part – I. under the Faculty of Inter-Disciplinary Studies.

Sir/Madam,

With reference to the subject, mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the syllabi of B.A., M.A., BSW, MSW, BJ, MJ. Part - I & M.A. Mass Communication Part – I. under the Faculty of Inter-Disciplinary Studies. as per National Education Policy 2020.(NEP)

1)	B.A. Social Work Part - I	6)	Bachelor of Social Work. Part - I
2)	B.A. Dress Making and Fashion Coordination. Part - I	7)	Master of Social Work. Part - I
3)	B.A. Journalism Part - I	8)	Bachelor of Journalism (BJ) Part - I
4)	B.A. Music Part - I.	9)	Master of Journalism (MJ) Part - I
5)	M.A. Home Science Part - I	10)	M.A. Mass Communication Part - I

This syllabi shall be implemented from the academic year 2022-2023 onwards. A soft copy containing the syllabi is attached herewith and it is also available on university website www.unishivaji.ac.in. (Online Syllabus)

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October /November 2022 & March/April 2023. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours faithfully,

Dy Registrar

Copy to:

1	Director, Board of Evaluation and Examination	7	Centre for Distance Education
2	The Dean, Faculty of IDS	8	Computer Centre / I.T.cell
3	The Chairman, Respective Board of Studies	9	Affiliation Section (U.G.) / (P.G.)
4	B.A.,B.Com.,B.Sc. Exam	10	P.G.Admission / P.G.Seminar Section
5	Eligibility Section	11	Appointment Section -A/B
6	O.E. I, II, III, IV Section	12	Dy.registrar (On/ Pre.Exam)

SHIVAJI UNIVERSITY, KOLHAPUR



Reaccredited by NAAC with 'A++' Grade with CGPA 3.52

Syllabus For Bachelor of Journalism (BJ)

(As Per the National Education Policy, 2020)

(Faculty: Interdisciplinary Studies)

SEMESTER I- II

(Syllabus to be implemented from June, 2022 onwards)

SHIVAJI UNIVERSITY, KOLHAPUR
Syllabus for
Bachelor of Journalism
As per National Education Policy 2020
-(Sem-I –Sem II)
To be implemented from the academic year July 2022 onward

1. **Course Title** : Bachelor of Journalism (BJ)

2. **Faculty** : Interdisciplinary Studies

3. **Year of Implementation**: The revised syllabus will be implemented from the academic year July 2022 onwards

4. **Preamble** : Human communication is a basic right for human beings. Since Second World War, Communication through all mass media has become significant with the advent of global media and global communication media industry has changed drastically. The main goal of this syllabus is to acquaint the students with media and help them acquire media skills.

5. Objectives of the course

- i) To impart Journalism education to the students
- ii) To prepare the students for innovative learning.
- iii) To provide the students practical knowledge of fast changing Media Industry and Communication technology.

6. **Duration** : -The Course shall be a full time course.

- The duration of the course shall be **One** Year of **Two** semesters

7. **Pattern**: The pattern of examination shall be Semester with 80+20 (100 marks) system. Semester with Credits and Continuous Internal Evaluation (CIE) shall be in existence simultaneously but that shall be implemented as and when required and proved to be convenient to the Department.

8. **Fee Structure** : Applicable according to the University Rules.

9. **Medium of Instruction**: The medium of instruction shall be English and Marathi. However, the students shall have an option to write answer-sheets, practical, seminars, reports etc in Marathi & Hindi besides English.

10. **Eligibility for Admission**: Any graduate with Bachelor's degree from any discipline shall be eligible to apply for B.J. Course. However, if selected the admission of the candidate shall be subjected to producing the mark-sheet and the necessary certificates on the date stipulated by the department, failing which the admission of the candidate shall stand cancelled with immediate effect.

The intake of B.J. Course shall be 40. The minimum attendance to appear for the examination will be as per the rules and regulation of Shivaji University.

Syllabus for the Common entrance test: The syllabus for the common entrance test will include 50 multiple choice question based on current affairs, aptitude, attitude test and media happenings. The minimum marks to qualify the CET will be as per the rules of Shivaji University. The merit list based on the marks obtained in the CET will be displayed on university website/department notice board.

11.The Scheme of Examination:

There shall be Continuous Internal Evaluation (CIE) system with the Semester system. In this system, for every paper, 20 marks as per given in the practical section of the syllabus (pg no. 5,6) are allotted for CIE-Internal Assessment and 80 marks for Semester (Theory) examination of three hours duration, which will be held at the end of each term.

12. Allocation and Division of CIE marks: for every paper, CIE components shall carry 20 marks.

i) During every Semester every student shall have to complete Practical and presentations etc. assigned by the respective course teacher, or the departmental committee or the HOD. This will carry all together (20 marks).

13. **CIE-Re-examination** : The CIE – Re-examination shall be conducted by the department in the consecutive Semester or in the consecutive year by joining the regular activities of that particular Practical / Test of the fresh students as the failed students seek to complete it by paying the required fees of the University.

14 . **Semester –Re-Examination:** In case candidates fail in any of the papers in any Semester examination, they can appear for the re-examination as per the university rules.

13.Standard of Passing :

1. To pass each paper, 40 marks out of 100 are required.

2. Semester Examination: In every paper a candidate should obtained a minimum of 50% of Total marks i.e. 40 marks out of 80 marks.

14. Structure of the Syllabus:

The syllabus is divided into -Core (Compulsory) papers, Discipline Specific Papers .The student will have compulsory papers, elective papers one Skill Enhancement and research project along with practical offered in the syllabus.i.e Sem I, II.

16.Writing off the Practical Work Record:

The practical work, of the BJ Semester I / II students shall be preserved in the department maximum for three years or shall be write off or destroyed by the Department following a proper procedure. The record shall not be handed over to any other person or institute for any cause in any condition.

SHIVAJI UNIVERSITY, KOLHAPUR

BJ: Semester I / II Examination-----

Paper No. -----

Paper Title-----

Day and Date:

Duration: 03 Hours

Total Marks: 80+

Instruction: 1) All questions are compulsory.

2) All question carry equal marks.

Q.No. 1. (A) Multiple choice Questions (5) ----- 10 Marks

(B) Answer in One or Two Sentences (5) ----- 10 Marks

Q.No. 2 Short Notes (Any two out of five) ----- 20 Marks

Q.No. 3 Descriptive Type Questions with internal choice ----- 20 Marks

Q.No. 4 Descriptive Type Questions with internal choice ----- 20 Marks

National Education Policy (2020)
Syllabus Structure for
Bachelor in Journalism Semester I-II

B.J. Semester I								
Paper Number	Paper Name	Credits	Maximum Marks (Theory) Marks	Minimum Passing Marks	Internal Marks	Minimum Passing Marks	Total Marks	Teaching Hours Per Week
BJ-CC1	Development of Mass Media	04	80	40	20	10	100	4
BJ-CC2	Principles of Communication Theories	04	80	40	20	10	100	4
CC-Core Compulsory Course (Theory +Practical) [Lectures & Practical - Seminars, Assignments, Internship, Projects etc.]								
BJ-DSE1	Corporate PR	04	80	40	20	10	100	4
BJ-DSE2	Introduction to Electronic Media	04	80	40	20	10	100	4
DSE - Discipline Specific Elective Course (Theory +Practical) Lectures & practical – Seminars, Assignments, projects, visits etc								
BJ SEC1	Basics of Advertising	02	80	40	20	10	100	4
SEC- Skill Enhancement Course (Note:- Student from same as well as other department may take any one SEC from pool of 2 credit courses of our university OR the SEC prepared by the department)								
Total		18	500					

Practical for Semester I (included in the 20 marks for the assigned subjects)

Subject Code	Name of the Subject	Practical
BJ- CC1	Development of Mass Media	Field visit to media house and submission of the report
BJ-CC2	Principles of Communication Theories	Seminar on the topics assigned by the concerned teacher
BJ-DSE1	Corporate PR	2 Press Releases to be submitted in the department.
BJ-DSE2	Introduction to Electronic Media	Field visit to Radio, Television studios and submission of the report
BJ RES	Basics of Advertising	Clippings with information of commercial/social/corporate advertisements

<u>B.J. Semester I</u>								
Paper Number	Paper Name	Credits	Max.Marks (Theory)Marks	Minimum Passing Marks	Internal Marks	Minimum Passing Marks	Total Marks	Teaching Hours Per Week
BJ-CC3	Introduction to Mass Communication and Media Theories	04	80	40	20	10	100	4
BJ-CC4	Digital and Data Journalism	04	80	40	20	10	100	4
CC-Core Compulsory Course (Theory +Practical) [Lectures & Practical - Seminars, Assignments, Internship, Projects etc.]								
BJ-DSE3	Media Management and Media Laws	04	80	40	20	10	100	4
BJ-DSE4	News Reporting and Editing	04	80	40	20	10	100	4
DSE - Discipline Specific Elective Course (Theory +Practical) Lectures & practical – Seminars, Assignments, projects, visits etc								
BJ RES	Lab Journal	08	80	40	20	10	100	4
BJ-SEC2	Development Communication	02	80	40	20	10	100	4
SEC- Skill Enhancement Course (Note:- Student from same as well as other department may take any one SEC from pool of 2 credit courses of our university OR the SEC prepared by the department)								

Practical for Semester II (included in the 20 marks for the assigned subjects)

Subject Code	Name of the Subject	Practical
BJ-CC3	Introduction to Mass Communication and Media Theories	Seminar on the topics assigned by the concerned teacher
BJ-CC4	Digital and Data Journalism	Creating and designing Individual news portal page
BJ-DSE3	Media Management and Media Laws	3 corporate case studies and submission of the report.
BJ-DSE4	News Reporting and Editing	5 news coverage and submitting the same
BJ RES	Lab Journal	1 Lab journal and Internship in media house.
BJ-SEC2	Development Communication	Project Report after discussion with the concerned teacher.

BACHELOR OF JOURNALISM

SEMESTER I

Development of Mass Media

BJ CC 1-Discipline Specific Compulsory Papers

Unit I

Print: History, growth and development of print media in India , Indian Journalism in, during and post-independence, post globalization era– Prominent newspapers and editors in India and Maharashtra, Regional Newspapers –Rise and Growth and Present Situation, Women Journalist in Print Media

Unit II

Electronic Media: Origin Growth and functions of Broadcast Media- History of Television and Radio in India. TV and Radio -The Production Team. Role of Editor, News Editor, Producer Anchor. Different Types of Programs :Writing for Radio and TV –Emergence of Digital and Social media.

Unit III

Films: Basics of film language evolution of Indian cinema-commercial and ‘non-commercial’ genres, – Origin and Development of Marathi Films with special reference to Kolhapur, New Wave Cinema, Indian ,Cinema in the new era, Film Society movement, Censor board, Cinematograph Acts, and its Significant National ,International Film Festivals. Basics of Film Productions-various components from scripting to screening. Film promotions and media.

Unit IV

Folk Media :Types of folk media, Folk media in India –Folk Media in Maharashtra such as Bharud, Kirtan, Loknatya, Dashavatar. The origin and development of Marathi Theatre (Rangbhoomi) .

Principles of Communication Theories

BJ CC2 Discipline Specific Compulsory Papers

Unit I

Nature and process of Human Communication, functions of communication, Verbal and Non-Verbal Communication, Intra-personal, Inter-personal, small group, Public and Mass Communication.

Unit II

Models: Western Communication Models-Aristotle, Shannon and Weaver, Lasswell, Osgood, Dance, Schramm, SMR, SMCR, Gerbener, Newcomb, Gate-Keeping model, Indian Communication theory, Asian approaches to communication.

Unit III

Nature and process of Mass Communication, Media of Mass Communication, Characteristics and Mass Communication Audiences, Global communication

Unit IV

Normative theories of press-Authoritarian, Libertarian, Soviet Media Theory, Social Responsibility, Development, Participatory, Alternative Media Theories.

Corporate Public Relation

BJ DSE1- discipline elective course

UNIT – I

Definition Corporate Public Relations, Difference between PR and Corporate PR, Emergence of Corporate Public Relations, Corporate Public Relations tools, Media relations, Internal and External Public Relations. PR and CSR

UNIT – II

Corporate PR Tools ,Writing for Media , Online and Digital Corporate Public Relation , Corporate Public Relations Campaign, Corporate Public Relations Advertising.

UNIT – III

Corporate branding, Brand Monopoly, Types of brand, financial Public Relations, Investor relations. Strategies for corporate communication, Advocacy PR . Case Studies of Corporate PR Agencies in India , Managing Global Communication.

UNIT – IV

Corporate PR in Crisis management, Post crisis: PR in health sector , New trends in corporate PR. PR Organizations-PRSI, IPRA and Allied organizations, PR ethics and laws.

Basics of Advertising

BJ DSE 2 - Discipline Specific elective course

Unit I

Definition, concept, need, functions, types, evolution of advertising, marketing Role of advertising in Marketing , Types of advertising.

Unit II

Creativity in Advertising. Different mediums and types of ads, Agency Set up and Job flow, Media planning. Creative Brief and Copywriting, Advertising appeals . Brand management, Sales Promotion, Consumer Behaviour,

Unit III

Advertising ethics ,laws, consumer courts, ASCI and allied apex bodies ,women portrayal in advertising.

Unit IV

Changing nature of advertising, online and digital advertisement.

B.J. SEMESTER II

Introduction to Mass Communication and Media Theories

BJ-CC3 Discipline Specific Compulsory Course

Unit I

Right To communication ,UNESCO and Communication; Emergence of Mass Media and Communication.

Unit II

Sociological perspective of Mass Communication Theories- Structural .Functionalism, Critical Theory of Media –Marxist approaches of Mass Media .The Social Conflict Model, Social meaning of printing and cinema. Media Culture and Society.

Unit III

Media and Society, Media and Socialisation, The Wilbur Schramm Model of Mass Communication; Towards a Sociological view of Mass Communication; Two step flow model of Mass Media ; News diffusion: the ‘J-curve Model; Agenda Setting Theory ; Ball-Rokeach and Defleur’s Dependency Model of Mass Communication effects;

Unit IV

The Uses and Gratification Theory; Comparative Media Systems: A free Market Model and its Alternatives - Defleur’s Model of the American Mass Media system; White’s Gatekeeper model; MCNELLY’S Model of News flow; Development Communication-concept, changing paradigm , Satellite Communication.

Digital and Data Journalism

BJ CC 4 – Discipline Specific Compulsory Paper

Unit I

Understanding the digital media/Digital media in India, Digital Natives- Digital Immigrant, Digital identity, digital subjectivity, Digital Divide, digital equality, Women in Digital age.

Unit II

Digital Broadcasting, Digital Platforms of Media –NETFLIX, Digital Audiences, Data Verification of Fake News, Disinformation and misinformation, Digital Media fact verification- Google and other Media Initiatives, impact of digital media , social behaviour and media.

Unit III

Data Journalism, History of Data Journalism, Role of Data Journalist and Story Writing based on inquiries, Data Driven Journalism, Examples of Data Driven Journalism.

Unit IV

Interpreting data, sorting data-tools and techniques, analysing data testing and conclusion, visualization of data-info graphics, bubble plots, interactive visualization. Data Journalism in India. Case Studies of Data Journalism in Global and National Levels

Media Management and Media Laws

BJ DSE 3 Discipline Specific elective course

Unit I

Growth of Media as an industry, Types of media management –Print, Electronic and Digital Media, Structure and Function of Media Management ,Personal and Corporate Communication in Media organization, Event Management, CSR in Media SAP (software), six sigma (errorless systems), SWOT analysis and important technological components.

Unit II:

Types of Media Ownerships, media organizations: INS,ABC, DAVP, RNI, PCI, IFWJ, NUJ, ILNA, IIMC, PIB, PII, Editors Guild, ASCI,PRSI,BAARC etc. Censor Board of India.

Unit III

Media Laws- Constitutional provisions, Freedom of Press in India, freedom of speech and expression. Online and Offline Violence against Journalist, The Press and Registration of Books Act 1867, The Working Journalists Act 1955, Defamation, Newspapers and the law of

Copyrights, Piracy, Intellectual Property Right. Indecent Representation of Women (Prohibition) Act In Media-1986.

Unit IV

Press Commissions, Prasar Bharati Act 1990, Broadcasting Bill , AIR and Doordarshan Code for broadcasting and Commercial Programs ,Cyber Laws, IT Act.

News Reporting and Editing

BJ DSE 4 Discipline Specific elective course

Unit I

Print ,Radio, Television, Digital News Room, Hierarchy in News room, news sources, role of journalists, News- concepts, definition, News values, Types of News, News structure. Reporting for print, radio, television and digital media, ethics of reporting

Unit II

Types of reporting, Sources of News-National and international news agencies, feature syndicates- PTI , AP,UPI, Reuters, AFP, Al Jazeera, UNI ,Non Aligned News Agency Pool, functions and role. Media news service, Citizen Journalist.

Unit III

Writing for print, electronic and digital news media. Translation and Trans creation. Niche Reporting.

Unit IV

Editing and presentation techniques for print, television and digital media. Editing Software's - print, electronic and Digital media, Mobile Applications for news writing and editing. Journalism as profession, reportage of contemporary issues

Lab Journal and Internship **BJ –RES Project**

The students shall bring out an issue online and offline (with their own expenditure) of the department lab Journal –Madhyam Vidya in English/ Marathi under the department and with help of concerned teacher, during the second Semester. They may submit the soft copy of the issue on the University website after the approval of Head of the Department. Also the students have to complete an internship in any media house for 15 days and submit the relevant documents at the department. The internship certificate duly signed by the concerned media authority should be submitted before the theory examination.

Development Communication

BJ SEC 2 – Skill Enhancement Course

Unit I

Development: meaning, concept, process and models of development – theories origin – approaches to development, problems and issues in development. Characteristics of developing societies, gap between .Developed and developing societies. Development issues on national and regional and local level.

Unit II

Strategies in development communication – social cultural and economic barriers – case Studies and experience – development communication policy – strategies and action plans – democratic decentralization, Panchayati Raj – planning at national, state, regional, district, block and village levels.

Unit III

Agricultural communication and rural development: The genesis of agricultural extension, extension approach system – approach in agricultural communication –diffusion of innovation – model of agricultural extension – case studies of communication support to agriculture. Development support communication: Concept of extension, its nature scope and significance for rural development.

Unit IV

Case studies on development communication programmes. A case study regarding agro-industrial development in the Kolhapur region. Writing development messages for rural audience: specific requirements of media writing with special reference to radio and television. Special efforts to develop depth coverage regarding various efforts made by NGO in Maharashtra.
